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ABSTRACT

Noting that only a fraction of the articles in speech journals have been concerned with the history of speech education in the United States, this annotated bibliography provides a broad guide to the materials necessary for understanding that history. The 45 citations are organized in six sections concerned with: (1) historical background; (2) educational context; (3) general sources; (4) professional associations; (5) selected teachers; and (6) additional sources. (NKA)

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HISTORY OF AMERICAN COMMUNICATION EDUCATION

A Selected, Annotated Basic Bibliography

prepared by

Gustav W. Friedrich, University of Oklahoma, June 1987

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The importance of studying the history of communication education in America is convincingly emphasized by Giles Wilkeson Gray: "a more complete examination of the route we have traveled in coming from our beginning...to our present position is well worth the undertaking...It will give us a still deeper understanding and appreciation of that position, in the same way that any study of history may provide the basis for a better orientation as an aid in determining the direction we should proceed." Douglas Ehninger adds: "not only does a knowledge of the history of speech training provide the present-day teacher with a liberal education in the aims and ideas of his profession, but...it also makes for improved instruction in the classroom." Unfortunately, the materials necessary for the understanding of our roots have accumulated slowly. Maxine Trauernicht discovered that, "of the total 6,882 articles in all the speech journals, only 101 have been on subjects concerned with the history of speech education...Of the thousands of theses and dissertations, as of June, 1972, only 203 have been of a historical nature in speech education." Only a small fraction of these relate to communication education in America.

This bibliography is designed as a broad guide to literature concerning the history of communication education in America. The key work in the area is History of Speech Education In America: Background Studies by Karl R. Wallace, ed. (N.Y.: Appleton-Century-Crafts, 1954). Sponsored by the Speech Communication Association (SCA) in 1948, this volume includes essays on all aspects of American communication education. Unfortunately, it is currently out of print, but may be available in your library or used book store. The text may be purchased on microfilm from University Microfilms International, Books on Demand, 300 North Zeeb Rd., Ann Arbor, Michigan 48106.

The SCA Committee on Emeritus/Retired Members, appointed in 1984, has located and collected documents on SCA's history and leaders. Two collections are now available: (1) At the SCA National Office, 19 audiotaped interviews collected by the late Leroy Cowperthwaite are available for loan and for copying by users and (2) At the University of Wisconsin (Department of Communication Arts, University of Wisconsin, Madison. WI 52706), a large collection of seminar papers on leaders in the speech profession has been catalogued and is available for examination or selective reproduction at a charge of 10 cents per page plus mailing.

This bibliography is organized in six sections: (1) Historical Background; (2) Educational Context; (3) General Sources; (4) Professional Associations; (5) Selected Teachers; and (6) Additional Sources.

HISTORICAL BACKGROUND. Listed in chronological sequence, from 500 B.C. on, the following general works provide excellent background on the theory and practice that informed the development of communication education in America:

Harper, Nancy. Human Communication Theory: The History of a Paradigm. Rochelle Park, N.J.: Hayden, 1979. Analyzes theories of human communication from approximately 500 B.C. to the twentieth century.

Kennedy, George A. Classical Rhetoric and Its Christian and Secular Tradition from Ancient to Modern Times. Chapel Hill: The University of North Carolina Press, 1980. An historical survey of developments in western rhetorical thought from its beginnings in classical antiquity to the apparent decline of classical traditions that occurred in the last century.

Kennedy, George. The Art of Persuasion in Greece. Princeton, N.J.: Princeton University Press, 1963. Describes rhetorical theory and practice from the fifth to the first centuries B.C.

Kennedy, George. The Art of Rhetoric in the Roman World. Princeton, N.J.: Princeton University Press: 1972. Traces the development of Greek and Latin Oratory and rhetorical theory from 300 B.C. to A.D. 300.

Kennedy, George A. Greek Rhetoric under Christian Emperors. Princeton, N.J.: Princeton University Press, 1983. A treatment of speeches and theoretical treatises on Greek rhetoric from A.D. 300 to 1300.

Clarke, M. L. Rhetoric at Rome: A Historical Survey. London: Cohen and West, 1953. A description of what rhetoric meant to the Roman world from its introduction (first half of the second century B.C.) to the end of classical civilization (fifth century A.D.).

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Clark, Donald Lemen. Rhetoric in Greco-Roman Education. N.Y.: Columbia University Press, 1957. Describes Greco-Roman education from the early steps through the advanced schools of rhetoric. The focus is on educational methods.

Marrou, H.I. A History of Education in Antiquity. N.Y.: Mentor Books, 1956. Describes the evolution of Greco-Latin education from 100 B.C. to A.D. 500.

Murphy, James J. Rhetoric in the Middle Ages: A History of Rhetorical Theory from St. Augustine to the Renaissance. Berkeley, Calif.: University of California Press, 1974. Describes rhetorical theory during the medieval period (426 to 1416 A.D.).

Howell, Wilbur Samuel. Logic and Rhetoric in England, 1500-1700. N.Y.: Russell and Russell, 1961. A description of the development of British theories of rhetoric during the Renaissance.

Howell, Wilbur Samuel. Eighteenth-Century British Logic and Rhetoric. Princeton, N.J.: Princeton University Press, 1971. Analyzes the new logic and rhetoric of eighteeenth-century Britain.

EDUCATIONAL CONTEXT. The role of communication education needs to be examined in the broader spectrum of the history of American education. The following texts are a small sampling of the many texts that can provide this context:

Johanningmeier, Erwin. Americans and Their Schools. Chicago: Rand McNally, 1980.

Mayer, Frederick. A History of Educational Thought. 3rd ed. Columbus, Ohio: Charles Merrill, 1974.

Noll, James. Taking Sides: Clashing Views on Controversial Educational Issues. Guilford, Connecticut: Duskin, 1980.

Perkinson, Henry J. Since Socrates: Studies in the History of Educational Thought. N.Y.: Longman, 1980.

Prattee, Richard. Pluralism in Education. Springfield, Illinois: Charles C. Thomas, 1979.

Pulliam, John D. History of Education in America. 3rd ed. Columbus, Ohio: Charles E. Merrill, 1982.

GENERAL SOURCES: Other than the Wallace text, there are very few broad-scope treatments of the history of communication education. Among the more useful resources are:

Blythin, Evan, Ed. The Maxims of Ptahhotpe. This 1986 book contains R. O. Faulkner's translation of "The Maxims of Ptahhotpe" as well as reprinted essays by Michael V. Fox and Giles Wilkeson Gray. The maxims represent the earliest written philosophy of human communication. (Available from the SCA National Office.)

Braden, Waldo W. "Keeping in Touch with the Past," Communication Education 33 (April 1984): 121-124. In addition to calling on us to keep in touch with our past, Professor Braden provides a bibliography of theses and dissertations about key personalities and departments.

Braden, Waldo W., ed. "A Symposium--Liberalizing Influences: Great Teachers," SSCJ 47 (Winter 1982), 107-34. Papers prepared for the 1981 Southern Speech Communication Association Convention on James O'Neill, James Winans, Herbert Wichelns, and A. Craig Baird.

Diem, William Roy, and Rollin Clarence Hunter. The Story of Speech at Ohio Wesleyan. Columbus, Ohio: The F. J. Heer Printing Co., 1964. A description of the credit program in speech at Ohio Wesleyan from its beginning in 1890 to 1960.

Ehninger, Douglas. "Aspects of Current Research in the History of Speech Education," The Southern Speech Journal 18 (March 1953): 141-149. An evaluation of research on communication education organized in terms of commonly recognized historical eras.

Enos, Richard Leo. "The History of Rhetoric: The Reconstruction of Progress." In Thomas W. Benson (Ed.), Speech Communication in the 20th Century (pp. 28-40). Carbondale and Edwardsville: Southern Illinois University Press, 1985. This chapter focuses on significant, representative work in the history of rhetoric by speech communication researchers. Its purpose is to review past efforts and direct readers to needed areas of inquiry.

Friedrich, Gustav W., Ed. Education in the 80's: Speech Communication. Washington, D.C.: National Education Association, 1981. Suggestions, predictions, alternatives, and improvements in the speech communication curriculum that can be accomplished in the 1980s. Covers all levels of education and major content areas in speech communication. (ERIC ED 196 113, microfiche only)

Gray, Giles Wilkeson. "Research in the History of Speech Education," Quarterly Journal of Speech 35 (April 1949): 156-163. A brief report on research on the history of communication education.

Harding, Thomas S. College Literary Societies: Their Contribution to Higher Education in the United States, 1815-1876. N.Y.: Pageant Press, 1971. Describes the role played by student-directed literary societies in the communication training of college students.

Oliver, Robert T., and Marvin G. Bauer, eds. Re-establishing the Speech Profession: The First Fifty Years. Published by the Speech Association of the Eastern States, September, 1959. Brief essays describing the history of communication education in America from 1900-1950. The major headings are rhetoric and public address, speech sciences, speech education, theatre and drama, oral interpretation, and radio and television.

Rein, Lynn Miller. Northwestern University School of Speech: A History. Evanston, Illinois: Northwestern Univ. School of Speech, 1981. Traces the one hundred years' existence of the School of Speech. ERIC ED 209 705.

Taylor, Anita. "Communication Education: The Next 75 Years." 1984 23 p. ERIC ED 241 974. Projects trends, in keeping with prognostications of future thinkers such as J. Naisbitt, A. Toffler, T. Peters and R. Waterman, etc.

Thomas, Ota. "The Teaching of Rhetoric in the United States During the Classical Period of Education." In A History and Criticism of American Public Address. Vol. 1. Ed. William Norwood Brigance. N.Y.: Russell and Russell, 1960, pp. 193-210. A brief account of the evolution of communication education in colleges during the first two centuries of American collegiate history.

Trauernicht, Maxine M. "Needed: Historical Research in Speech Education," Speech Teacher 22 (November 1973): 318-321. Argues the need for historical research on communication education and suggests possibilities for valuable contributions.

PROFESSIONAL ASSOCIATIONS. Communication instructors discover early the merits of association membership as a means of exchanging ideas and resources. The history of these national, regional, and state associations tells us much about the history of communication education in America. A sampling of histories includes:

National: Speech Communication Association. Gray, Giles Wilkeson. "The Founding of the Speech Association of America: Happy Birthday," Quarterly Journal of Speech 50 (October 1964): 342-343. Jeffrey, Robert C. "A History of the Speech Association of America, 1914-1964." Quarterly Journal of Speech 50 (December 1964): 432-444. Weaver, Andrew Thomas. "Seventeen Who Made History: The Founders of the Association," Quarterly Journal of Speech 45 (April 1959): 195-199.

Regional: Central States Speech Association. Reid, Loren. Fanfare for Fifty: A Brief History of the Central States Speech Association, 1931-1981. Central States Speech Association, 1981 (ERIC ED 201 018. Bryant, Donald C. The First Fifty Years Are The Hardest: A Retrospective View for CSSA's Fiftieth Anniversary, 10 April 1981. ERIC ED 240 629.

Regional: Eastern Communication Association. Houchin, Thomas. "A History of the Speech Association of the Eastern States, 1959-1969." Today's Speech 17 (May 1969): 23-28. Kramer, Magdalene. "History of the Speech Association of the Eastern States," Today's Speech 1 (April 1953): 1-4. Wichelns, Herbert A. "A History of the Speech Association of the Eastern States, 1909-1959." Today's Speech 17 (May 1969): 3-22.

Regional: Southern Speech Communication Association. Dickey, Dallas C. "The Southern Speech Association: Part I. Founding and First Two Years," Southern Speech Journal (SSJ) 21 (Spring 1956): 175-188. "Part II: The Association, 1932-1946," SSJ 22 (Fall 1956): 1-15. "Part III. The Association, 1947-1955," SSJ 23 (Fall 1957): 1-9. "Part IV. The Forensic Tournament," SSJ 23 (Winter 1957): 55-60. "Part V. The Southern Speech Journal," SSJ 23 (Spring 1958): 113-121.

State: Michigan Speech Association. A History of Speech Education in Michigan: 1925-1975. With Highlights in the History of the Michigan Speech Association: 1925-1975. Golden Anniversary Edition. Michigan Speech Association Journal. Volume 9, 1975.

State: Texas Speech Communication Association. A History of the Texas Speech Communication Association, 1923-1975.

SELECTED TEACHERS. One way of understanding the discipline is by studying some of the field's best teachers. Recent studies of teachers include the following:

Katula, Richard A., Ed. "Excellence in the Speech Communication Classroom," Communication Quarterly (Fall 1986, 341-437 pp.). Features the following articles: "Carroll C. Arnold: Roar for the Lion" by Lois J. Einhorn; "William Norwood Brigance and Wabash College" by David G. Burns; "Dimensions of Teaching: The Methods, Relationships, and Ideas of Wayne Brockriede by Janice Schuetz: "Charles T. Brown, Trailblazer of Communication Education" by Earl M. Washington; "Lionel Crocker: Teacher, Scholar, and Good Man Skilled in Speaking," By William R. Dresser; "Donald Cushman: Larger Than Life" by Joseph N. Cappella: "Anges G. Doody: An Inspiring Communicator at the Univ. of Rhode Island" by Winfred W. Brownell; "Gorden F. Hostettler" By Benjamin Sevitch "Thomas Jennings Pace: Learning to Cope with Ambiguity" by Mark Hickson III; and "John P. Ryan: A Teacher with Several Imperative Pluses" by Loren Reid. (Articles indexed in ERIC database.)

Lieb-Brilhart, Barbara. A Great Teacher of the East: Mardel Ogilvie. 1984, 11 p. ERIC ED 247 634.

Novak, Clare; Conboy, Marilyn, Eds. Ezra Christian Buehler: His Life and Professional Ideas. Published by the Kansas Speech Communication Assoc., 258 p. ERIC ED 219 818.

ADDITIONAL SOURCES. Listed below are guides to locating additional materials on the history of communication education in America.

Bilbliography of Bibliographies, Rhetoric Society Quarterly and Newsletter, Volume I-XI (1968-1981). The Rhetoric Society Quarterly II (Fall 1981), 269-270. Issues of the Rhetoric Society Quarterly, edited by George E. Yoos, Department of Philosophy, St. Cloud State University, St. Cloud, Minnesota 56301, include articles, book reviews, and one or more bibliographies relating to rhetoric.

Gray, Giles Wilkeson. "A Bibliography of Studies in the History of Speech Education from 1925," Speech Teacher 5 (January 1956): 8-20. A listing of books, articles, theses, and dissertations compiled as a project of the SAA Study Committee on the History of Speech Education.

Hargis, Donald. "Bibliography of American Elocution." In Ned Shearar, ed., Bibliographic Annual in Speech Communication: 1970. N.Y.: Speech Communication Association, 1971, pp. 241-256. Originating in the mid-eighteenth century, the elocutionary movement's greatest impact on nineteenth century American communication education is detailed.

Matlon, Ronald J; Facciola, Peter. C. Index to Journals in Communication Studies Through 1985. Annandale, Virginia: Speech Communication Association, 1987. An index to the major communication journals.

Tauber, Abraham. "A Guide to the Literature on Speech Education," Quarterly Journal of Speech 10 (November 1934): 507-525. Guide to the professional literature of various phases of education, initiated by Carter Alexander, Library Professor, Teachers College, Columbia University.

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Documents with ED numbers can be obtained through the ERIC system. Please check the latest issue of Resources in Education in your library for ordering information or write to the Speech Communication Association, 5105 Backlick Rd., Bldg. E, Annandale, Va 22003, for ordering information.